

## SPECIAL POINTS OF INTEREST:

- Gene Weingarten wins Pulitzer Prize
- Duane Pearsall passes away
- Fire conferences and training coming up

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## Community Arson Prevention

Community Arson Prevention is this year's Arson Awareness Week theme, May 2 – 8, 2010. The purpose of Arson Awareness Week is to raise awareness of arson's devastation and to provide departments with helpful tools.

There are a number of success stories in the downloadable [Media Kit](#) to including our very own Layton City Fire Corps (page 17) and Utah's wildfire prevention campaign (page 12).

Fire Administration  
[www.usfa.dhs.gov](http://www.usfa.dhs.gov).



Arson Awareness Week is sponsored by the US

## “Fatal Distraction” wins Pulitzer Prize

Gene Weingarten of the Washington Post was awarded a **Pulitzer Prize** for the article “Fatal Distraction;” about parents who inadvertently left their children in hot cars.



worked with Mr. Weingarten for over 6-

information that became the basis for his article.

<http://www.washingtonpost.com/wp-dyn/content/story/2009/03/06/ST2009030602446.html?sid=ST2009030602446>

KidsAndCars.org

months by providing data and background



*“Every community has people lead others and every community has people who are able to rally others to get things done.”*

## Step 2— Partnership

The second step in the five-step planning process is to develop partnerships. This step comes after you have chosen one fire problem to address and before you start to figure out how to solve the problem.

Think about your community. Who could provide you with one of the four W’s: wealth, work, wisdom and weight (influence).

### Wealth

Who might be able to bring you donations, grants, in-kind services, budget allocations, etc.? Invite those who hold the purse strings to attend training so they have a personal understanding. Is there a business that would provide you with coupons, a discount for their services or free advertising? Would

they be willing to support a program the same way they would support a softball team?

### Work

Who will get the job done? Volunteers or organizations that provide service in your community could help you make the program happen.

### Wisdom

Do not underestimate the value of having an insightful or experienced person on your team. The person who can guide your planning, who knows how to run a business or project, who understands the fire problem and potential solutions, or who knows how to make things happen in your community is critical. You may need to look to someone at a county or state level.

### Weight (Influence)

It’s a stretch but four W’s sounds so much better than three W’s and an I. Every community has people lead others and every community has people who are able to rally others to get things done. Show that person or group of people why they should care about the fire problem and you will have influence throughout the community.

### Existing networks

Using existing networks is a great way to form a partnership. Are there organizations that are already working on a related problem, already reach the audience you want to reach, or are rich with volunteers?

*(Continued on page 3)*

## Partnership cont.

For example, if you wanted to help older adults remain independent and prevent falls and fires in their homes, you may be able to collaborate with an agency providing in-home services to older adults. You both want to keep these good people safe so a partnership may make sense.

### Community Planning Team

A community planning team is all of your

partners but may reach beyond the fire problem you have chosen. The idea is that local groups coordinate their efforts to avoid duplication, work together on similar goals, to share access to the same audience, and share access to the same solutions or resources.

In Oregon, state organizations work together to make sure they are giving the same message where

their areas overlap. In Nebraska, several organizations created one comprehensive safety and injury prevention training for older adults, each teaching their area of expertise. Related messages are coordinated to reach the shared audience.



### To the Point

- After you choose your focus, gather partners to create a strategy.
- Look for people who can provide wealth, work, wisdom, or weight (influence).
- Find the 5-Step process at [www.usfa.dhs.gov](http://www.usfa.dhs.gov)

## Smoke Alarm Pioneer Dies



Duane Pearsall, an inventor who helped develop

the first practical smoke alarm for residential use died April 11 at the age of 88. He and his partners developed a model that used less radioactive material and used standard batteries. It is unknown

how many lives his work has saved.

Do you know the latest messages about smoke alarms?

Check out the Educational Messaging Advisory Committee message list at [www.nfpa.org](http://www.nfpa.org).

# Come Join the Movement

*By Dean Hunt, Utah NFPA Education Network Representative.*

I recently attended a Fire and Life Safety Educators Conference in Colorado. This was a great conference and I would recommend it to anyone involved in Fire and Life Safety Education.



One of the greatest benefits of attending conferences and of being a member of different associations is the networking that goes on separate from the actual training or meeting. You have the opportunity to talk with others from different parts of the state, region, country and/or world. You can break down the walls that sometimes exist between agencies and discuss different ideas and programs that are working in their/your areas.

Each of us has an opportunity to participate in such a networking environment this year and at a location not too far from your home. The Utah Fire and Life Safety Educators Association is

a great way to network with each other. The association is divided into different regions to enable you to be involved and not have to travel long distances to do so.

By the time this newsletter gets to you there will already have been two regions meet and discuss issues such as what to do with the \$300 that the association is giving to each region, and other items of interest for the group as a whole. What you will come away with, if you participate, is friendships and contacts with others who may have dealt with or is dealing with issues similar to what you are dealing with in your own community.

One program that I came away with from the Colorado Conference is a very well done program developed by Tualatin Valley Fire & Rescue out of Oregon. Through a federal grant they hired a company to conduct some research on a problem they were

experiencing in their area regarding fires in apartment buildings.

Armed with scientific data from the research, they produced a very good program of educating the management of the apartment complexes in their jurisdiction on fire and life safety. This program has resulted in a significant decrease in the number of structure fires that they respond to in apartments. This program is available to any agency who deals with apartment buildings free of charge and you can use any of their materials and even put your own department name on it. More information is available at <http://www.tvfr.com/safetytips/fire/apt/index.aspx>.

I encourage everyone to become involved in the regional meetings as well as the statewide association. Your Fire and Life Education Programs will only improve as you participate in these important meetings and associations.



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Our mission is to identify, develop, and promote ways and means of protecting life and property from fire-related perils through direct action and coordination of Utah Fire Services.

*Utah Fire and Life* is an electronic newsletter dedicated to sharing information, resources, and news with the fire and life safety educators in Utah and our friends across the country.

The first electronic edition was published October 2008 as the *Utah Public Fire Educator*. Past editions can be downloaded at no cost at <http://publicsafety.utah.gov/firemarshal/newsletter.html>

The Utah Office of the State Fire Marshal provides this newsletter through their outreach efforts. Any comments and questions may be directed to Monica Colby at the contact information to the left.

We're moving back to the Murray Office!

## Training

### JFIS Basics

Thursday, May 20, 2010

8:30 A.M.—12:00 P.M.

Ogden Eccles Center Conference  
Center 2415 Washington Blvd.

**Firesetting Intervention** – workshop  
& lunch

June 3, 2010

\$50, Federal Way, Washington

[www.sosfires.com](http://www.sosfires.com)

### NFPA Conference and Expo

June 7-9, 2010

Las Vegas, NV



### UT F&LS Education Association

Semi-annual meeting with training

June 16, 2010

9:00 AM – 12:00 PM *Fire Prevention  
Week training*

1:30 PM – 3:30 PM *Business Meeting*  
410 W 9800 S, Sandy

### JFIS Level I

November 3-4, 2010

Free, register by August 31

Reno, NV

[www.fpaneveda.org](http://www.fpaneveda.org)

## Dates to Remember

October 3 – 9 Fire Prevention Week

November 16 – Wasatch Regional Meeting

February 6 – 12 Burn Awareness Week

May 2 – 8 Arson Awareness Week